



Statewide Performance Indicators 2010

Economic Indicators	2007	2008	2009	2010	% Change 2007-2010
Total Tourism Spending	\$6,769,000,000	\$6,925,000,000	\$6,232,000,000	\$6,525,000,000	4.7%
Total Direct Tourism-Related Tax Revenues	\$905,000,000	\$908,000,000	\$806,000,000	\$842,000,000	4.5%
State Tax Revenues	\$538,000,000	\$540,000,000	\$480,000,000	\$501,000,000	4.4%
Local Tax Revenues	\$366,000,000	\$368,000,000	\$327,000,000	\$341,000,000	4.3%
Total Tourism Related Employment	138,847	136,893	120,216	122,839	2.2%
Direct Tourism Employment	92,095	91,009	80,040	81,907	2.3%
Indirect Tourism Employment	19,234	18,879	16,495	16,769	1.7%
Tax Indicators	2007	2008	2009	2010	% Change 2008-2009
Transient Room Tax	\$32,605,975	\$34,146,087	\$28,570,035	\$31,038,780	8.6%
Restaurant Tax	\$31,957,859	\$33,488,426	\$32,060,724	\$33,076,457	3.2%
Car Rental Tax*	\$16,449,661	\$16,081,677	\$14,398,678	\$13,051,670	-9.4%
Total Gross Taxable Sales (GTS)	\$46,769,200,000	\$47,360,540,317	\$44,409,394,852	\$41,527,956,595	-6.5%
Total Tourism-Related GTS	\$6,769,000,000	\$6,925,000,000	\$6,232,000,000	\$6,525,000,000	4.7%
Transportation GTS	\$205,762,924	\$165,863,655	\$114,823,958	\$177,973,603	55.0%
Eating & Drinking GTS	\$3,016,981,000	\$3,065,310,786	\$3,137,382,768	\$2,995,544,861	-4.5%
Auto Rentals GTS	\$648,999,428	\$622,930,451	\$575,150,379	\$478,337,171	-16.8%
Hotels & Lodging GTS	\$819,803,181	\$1,041,179,915	\$982,073,147	\$994,403,136	1.3%
Amusement & Recreation GTS	\$961,677,930	\$895,522,445	\$906,402,887	\$826,061,286	-8.9%
Volume Indicators	2007	2008	2009	2009	% Change 2008-2009
Total Visitors	20,230,000	20,340,000	19,400,000	20,200,000	4.1%
U.S. Visitors	19,500,000	19,600,000	18,710,000	19,479,000	4.1%
International Visitors	730,000	740,000	690,000	721,000	4.5%
Salt Lake International Airport	22,045,233	20,790,400	20,432,218	21,016,686	2.9%
National Park Visitors	5,445,591	5,670,851	6,002,104	6,072,900	1.2%
National Monument & Rec. Area Visitors	2,958,698	3,103,288	4,873,800	4,928,359	1.1%
State Park Visitors	4,925,277	4,564,770	4,820,930	4,842,891	0.5%
Utah Welcome Center Visitors	550,726	412,458	428,319	447,439	4.5%
Total Skier Visitors	4,082,094	4,258,900	3,972,984	4,223,064	6.3%
Statewide Hotel Occupancy Rate	68.4%	63.7%	57.0%	59.7%	4.7%

* Change in Car Rental Tax reporting